



BURLINGTON
"The Opportunity City"



BURLINGTON
*North
Carolina*

*The Ideal
Industrial Center*



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BURLINGTON *Its history*

WHEN THE English explorer, John Lawson, visited this section in 1700, the forests were occupied by Saxonahaw Indians with but few white settlers. About twenty years later colonists in the New England and other northern Colonies found conditions there "crowded" and moved into this country.

THE NAME Alamance was first attached to two streams running through the Colony and was given to the County upon its creation in 1849.

OUR FOREFATHERS instilled in us the love for democracy and the privileges of free enterprise, backing these convictions with their lives as well as their voices. *Life* magazine recently reported, "The fighting spirit of Southerners is older than U. S. history. The first battle of the American Revolution was fought not at Lexington in 1775, but at Alamance Creek on May 16, 1771." There, 1,000 farmers and backwoodsmen, half of them unarmed, were finally overwhelmed by the British troops and six captives were carried off to hang for "treason." One of these martyrs was James Pugh, a gunsmith and substantial citizen who, standing with the rope around his neck, uttered words that were prophetic for the South:

"Our blood will be as good seed in good ground, that will soon produce one hundred fold."

IT HAS BEEN our revered privilege to uphold this prophecy. It was the Thirtieth Division, largely recruited from here, which broke the Hindenberg line in World War I. Our boys, today, are continuing to demonstrate the valor and courage of Burlington's people.

THE BUILDING of the North Carolina Railroad in 1855, and the establishment of their shops two miles west of the County seat, dates the beginning of our history although the growing community was known only as "Company Shops" until 1877.

ON FEBRUARY 1, 1877 a mass meeting was held in the village's general store to select a more becoming name. After several hours of discussion one member of the group, who had not participated but who had busied himself thumbing the pages of a postal guide, was called upon to suggest a name. He promptly suggested "Burlington," a name he had noticed in the postal guide. The name met with general approval and was there chosen.

SIX YEARS later, on February 14, 1893 the City of Burlington was incorporated and a charter was issued by the State legislature.

THE PRESENT GENERATION has borne out our forefathers reputation for sturdiness, patriotism and industry. When the banks closed in 1931, people rallied to the task of reopening these institutions and during the worst of the depression Burlington's banks were reopened. Every time that community spirit is needed, which is frequent these days, Burlington surges forward. The mass interest of our citizens in carrying on the progress of their home town to ever greater heights in happiness and prosperity will surely continue to make Burlington progress in years to come as it has in the past.



Just Thirty Years Ago . . .

What makes Burlington grow?

FOR MANY YEARS the word has been going the rounds. Recently it has gained momentum. Now, everywhere they are saying, "You don't really know the South until you visit Burlington."

NOT SO LONG AGO just a cluster of railroad shops in the back country and today a thriving city.

MAYBE it's the friendliness of our people. Or the advantages which are offered by our industries. It could easily be the friendly interest which is shown by our merchants. The healthy, all-year mildness of our climate, our fine schools and crowded churches or the prospering farms around us may be the reason.

BUT WE LIKE TO THINK that all of these things, plus the fact that we are just industrious, likeable folks who work together to accomplish the job before us is the reason.

THIS, WE BELIEVE, is the reason why Burlington grows.

. . . And Today



What BURLINGTON *makes* *makes* BURLINGTON

We manufacture

SINCE its beginning, Burlington has been a progressive industrial center. When Ed Holt built a sprawling cotton mill on Alamance creek in 1837, ruining his best bottom-land pasture, they thought he was crazy. But Ed Holt visualized the economical power of surrounding rivers, our mild climate and the energetic skill of our people as great industrial assets. Thus, the South's first colored fabrics were woven nearby.

FIFTY YEARS later, when Burlington was incorporated, there were several cotton mills, railroad shops and other industries. Most of them are successfully operating today, being positive evidence of our economic stability.

IN 1924 the Burlington Mills Corporation was formed. Employing only 200 people then, Burlington Mills has now become the world's largest weavers of rayon fabrics, swelling our pay envelopes with millions of dollars each year. Their acres of humming machinery are a monument to Burlington's advantages.

WE are among the greatest hosiery manufacturers in America, having 45 hosiery mills with supporting throwing and finishing plants. Burlington is widely recognized as a national leader in the production of ladies' and men's fine quality hosiery.

FULFILLING Holt's vision are 26 large textile weaving plants, manufacturing every type of fabric from tapestries to tents. Forty-five other plants produce chemicals, feeds, boxes, furniture, caskets, flooring, foundry supplies and many other commodities.

BURLINGTON NOW OFFERS several highly desirable sites for new industries interested in the fine human and natural resources here.

NEW INDUSTRIES FIND unusually cordial industrial relations existing here. We attribute this to the fact that most of Burlington's industries are directed by local men who "grew up with their plants." A machine operator described local conditions when he said, "We get along swell in Burlington because here we work *with* instead of *for* our employers." We think he indicated the reason for our rapid and continuous industrial expansion with his remark.

We sell

AN INCREASE of 41% in retail volume during the past 10 years gives Burlington another "first" for its collection of retailing record-breakers. With family incomes nearly doubling the national average, our 259 stores' monthly volume approximates a million dollars while the wholesalers distribute \$7,000,000 in merchandise annually and 84 service establishments enjoy similar prosperity. Many of Burlington's original stores are today's leading merchandisers, operated by the original owners' families, evidencing the trustworthiness and integrity of our merchants.



We produce

BURLINGTON'S proportion of business in the State is more than twice our percentage of the population. This reveals the benefits derived from our prosperous agricultural surroundings. A rapidly expanding tobacco market pours cash into trade channels. A large crop variety keeps rural trade constant without the usual seasonal variations.

RECOGNIZED for their friendly interest in the customers' needs, offering a complete variety of merchandise and rendering the best of service, our merchants have established a sound basis for the "Trade in Burlington" habit.



ALAMANCE COUNTY has 2,402 farms devoted to providing Burlington with food as well as exporting large shipments to other markets.

OUR FARMS spread across 75.1% of the county's total area, forming the rolling hills of this Piedmont plateau into a quilt of fields and pastures, stitched together with streams which join the Cape Fear River to flow 200 miles into the sea.

GOOD DRAINAGE, fertile soils and mild seasons with less than 35 days of freezing, allow nearly every type of vegetation to thrive here.

CECIL CLAY, one of Nature's most productive soils, covers half the area. Sandy loam is ideal for raising our high grade bright tobacco on a third of Alamance's acres, while clay, and stony loam, unproductive soils, accounts for but few acres in the hills.

FARMING in Alamance County has the weatherman's blessing—little freezing weather, over 50 inches annual rainfall, light snows watered through the winter months and a mean temperature of 61.3 degrees. Summer heat averages exactly the same as in the New York-New England sector, but our winters are 15 degrees warmer than the average in the same northern area.



THREE OUT OF FOUR of our farms are owner-occupied, and tenant conditions are far above the South's average. Rural schools are among America's best with busses provided for farm children.

PRINCIPAL products are tobacco, grains, vegetables, poultry and dairy yields. Dairy farming and stock-raising are rapidly increasing in Alamance County, offering attractive profits to farmers.

MARKETS are easily available for our farm products. Burlington's tobacco market showed the greatest increase of any southern market last year, selling tobacco at top prices. Large produce distributors pay cash for the other products of our farms.

A SPECTACULAR example of increased values during recent years is afforded by the section of New York City lying in the neighborhood of Forty-second Street and Fifth Avenue. There, during a twenty-year period, wealth increased 631 per cent. During the same period the wealth of Alamance County increased 660 per cent.

ONE OF AMERICA'S original farming regions, we are still among the most progressive. The future offers great promise to farmers and livestock growers on the farms surrounding Burlington.



Places of Interest

AIRPORT (1)—Municipal Airport located three miles from heart of city provides lengthy runways and modern airport facilities for flight training and passenger service. Municipal airport reached by going east South Main Street to Alamance Road, entrance on Alamance Road. Private field located on North Main Street at city limits.

ALAMANCE BATTLEGROUND—Seven miles from Burlington is the site of America's first armed resistance to Britain. Here, on May 16, 1771, a thousand farmers battled Gov. William Tryon's well-trained British troops and kindled the flame that resulted in freedom of our Nation.

AMERICAN LEGION PLAYGROUND (2)—Several acres on S. Church Street where the Legion post provides free recreational grounds and equipment.

ATHLETIC PARK (3) located between Hillcrest Avenue school and Guthrie Street. Home of Burlington "Bees" and high school's "Bulldogs." Seating capacity 2,500.

BUSINESS DISTRICT (4) embraces 20 blocks, divided by S. Main Street. Outlying marketing sections are found in both east and west residential districts.

BUS TERMINAL (5) is located on E. Maple Avenue, two blocks from post office.

CHAMBER OF COMMERCE (6)—Two entrances, either from Main Street entrance of Piedmont Hotel or 100 Andrews Street.

CHURCHES (7) are conveniently located throughout metropolitan area, most denominations being represented in different sections of the city. Several larger churches are located within a few blocks of the business district.

CURB MARKET (8)—Directly behind May Houser's office building, marketing of fresh country produce is located in curb market center on Spring Street.

COUNTRY CLUB (9)—Piedmont Country Club is reached by going west on Church Street. Tennis courts are adjacent to clubhouse, golf course is directly in front.

ELON COLLEGE (10)—Four miles from heart of Burlington, this institution is recognized for its fine faculty and administration. Convenient bus and train service is available.

FIRE DEPARTMENT (11)—Station 1 housed in Municipal Building on West Front Street. Station 2 located on Queen Ann Avenue in Piedmont Heights.

HOBERT MILLS, producing the largest volume of ladies' and men's hosiery in the South, are located throughout industrial areas, and attract many visitors who are interested in the skillful processes of manufacture.

HOSPITAL (12)—Alamance General Hospital is near junction of North Main and North Church Streets. Private hospitals are located throughout the city.

MAY LIBRARY (13) on corner of Davis and Spring Streets houses over 17,000 volumes, maintains "Bookmobile" traveling service.

MERCHANTS ASSOCIATION (16) at rear of Piedmont Hotel lobby at 100 Andrews Street. Credit Bureau, advertising applications handled there.

MUNICIPAL BUILDING (11) at corner of Front and Worth Streets. City administration, city courtroom, police and fire departments, tax office located in this building.

NEWSPAPER (20)—Daily Times-News carrying wide news coverage and having large circulation, edited and published opposite Post Office.

PARKS (14)—Playground located on North Main Street at Five Points. Proposed Municipal Park with swimming pool, stadium, etc. on South Main Street.

POLICE DEPARTMENT (11) in Municipal building. Two-way radio, other modern police equipment in continuous operation.

PINE HILL CEMETERY (15) a beautiful, well-kept site on S. Main Street. plant, city chemical laboratories are located on E. Hawkins Street.

POST OFFICE (16) located on corner Spring Street and Maple Avenue houses Selective Service and Internal Revenue offices in basement.

RADIO STATION WBBH (17) has studios at 310 S. Main Street, antenna near Elon College campus.

RAILROAD (18) both passenger and freight stations are on Main Street.

RATIONING BOARD (11) located at 281 W. Front Street, next door to Municipal Fire Station No. 1.

RIDING ACADEMY (14) Alamance Saddle Club with trail paths and show ring located at junction of South Main and Church Streets.

SCHOOLS (19) are located in each ward of city. High school on N. Broad Street. Hillcrest Avenue school is also junior high. Administration offices on Fisher Street. Blessed Sacrament school on West Davis Street.

TEXTILE PLANTS are scattered throughout metropolitan area. Largest and original home of Burlington Mills is the Piedmont Heights division located in northeast section of city. Alamance Mills, where first colored fabrics were produced, is five miles southeast of business district.

TOBACCO WAREHOUSES (21) where the choicest of customers assemble young and old alike, are situated on Trade and Ruffin Streets, just off North Main Street.

WATER RESERVOIR, where fishing is permitted, is five miles northwest of city. Water filtering plant, city chemical laboratories are located on E. Hawkins Street.

Finger Tip Facts

- ALTITUDE**—656 feet above sea level.
- CHURCHES**—Twenty-seven white, four colored representing all predominant faiths.
- CLIMATE**—Mild, normal temperatures 55 to 63 degrees. Mean temperature 61.3 degrees.
- GOVERNMENT**—Stable, efficient, normally democratic. Assessed property valuation \$21,063,897, based on 65% of actual value. Property tax rate \$1.50 per hundred dollars.
- HISTORY**—Settled about 1700 with immigration of colonists from northern territory, mostly Scotch-Irish, German and English Quakers who offered first armed resistance to British Crown in 1771. City, first known as Company Shops chartered in 1858, name changed to Burlington in 1887. City of Burlington incorporated February 14, 1891.
- HOUSES**—5,727 dwelling units within corporate limits. Normal building program adds over 100 new homes annually.
- INDUSTRY**—Industrial development established 1837. Continuous steady expansion. Currently 45 hosiery mills, 26 textile weaving. Total of 142 manufacturers in metropolitan area provide large weekly payroll and employ over 15,000 workers.
- LOCATION**—Midway between Blue Ridge Mountains and the Atlantic, in heart of industrial Piedmont section of North Carolina.
- NEWSPAPER**—Daily Times-News, audited circulation 9,205, affiliated with Associated Press, NEA, King Features. Special reporters throughout State.
- POPULATION**—21,850 within city limits. 12% non-white, 99.3% native born.
- RADIO STATION** WBBJ, 1,000 watts. Mutual affiliate with approximately a million residents in coverage area.
- RAINFALL**—Average 50.21 inches, snow 7 inches annually.
- RETAIL TRADE**—area of over 150,000 people. 259 stores with million dollar monthly volume. Complete lines of commodities and services at economical prices.
- SCHOOLS**—Twelve city, including senior and junior high schools, business college, parochial school, several kindergartens, suburban Flon College.

Health

THE CITY and County maintain efficient health departments and conduct venereal and communicable disease control clinics, infant hygiene classes, school health programs, general sanitation and inspection service among all markets and food-handling establishments.

TUBERCULOSIS Sanatorium has thirty patient capacity and Alamance General Hospital maintains full staff of skilled specialists.

CITY WATER supply comes from a nearby reservoir with nine miles of shotline, filtered water consistently has zero analysis.



Recreation

YEAR-ROUND recreational programs offer entertainment to young and old alike. Five playgrounds are kept busy with trained instructors directing the activities. The summer program includes city-wide tournaments in baseball, badminton and tennis. Two recreational centers operate during winter months.

PIEDMONT Country Club's golfing and tennis facilities are enjoyed throughout the year. The golf course is easily available, being only a mile from the business district.

OUR MUNICIPAL PARK when completed will provide a large swimming pool, bridge paths, auditorium, stadium. The American Legion playground, covering several acres, furnishes varied recreation for children.



Churches

THE ESSENTIAL religious atmosphere and its influence on Burlington's citizenship is indicated by the presence of thirty-one churches, embracing all leading denominations.

THERE IS a church for every 600 citizens and a majority of our people have firm religious affiliations.



Education

EIGHT schools for white children and four for colored, having an enrollment of over 5,000 students are accredited with North Carolina's highest rating. An average of 35 pupils is allotted to each of the 143 teachers.

WITHIN thirty-five miles of Burlington are six colleges and universities including the University of N. C., Duke and suburban Elon College which is one of the State's best equipped educational institutions in both faculty strength and physical equipment.

STUDENTS entering college from Burlington schools find it economical and convenient to live within such close proximity to these great institutions which offer training in every phase of higher education.



Homes

THERE ARE 5,727 dwelling units in Burlington, reflecting the prosperity of their occupants. Home ownership is a tradition among our people and one of the country's largest home-ownership records is held by our citizens.

HOME REGISTRATION office, listing available houses and apartments, makes the job of finding suitable facilities easier for new-comers. The Chamber of Commerce will gladly give every assistance possible.

AN ACTIVE Ministerial Association and departments of each church participate in expansive religious activities. We have gained wide recognition by the number of people who have consecrated their lives to Christian teaching.

THE STRENGTH of our homes is shown in our city's religious activities and likewise, the force of our churches' influence is responsible for the happiness found in our family groups.



Public Facilities

TRANSPORTATION within the city is economical and efficiently provided by city-wide bus service affording convenient hourly schedules in every neighborhood. Train and bus schedules are frequent and convenient.

THE MAY MEMORIAL LIBRARY provides over 17,000 volumes. Their "Bookmobile" carries free library service into rural homes.

AN ELABORATE CITY PARK with swimming pool, stadium and auditorium has been authorized and bonds voted for its construction. Local industry has assured a community recreation center for our health and enjoyment.

BANKING facilities are complete, handled by two savings and two industrial institutions whose long records of reliable service and financial stability account for their large volume of business.

ELECTRIC POWER and gas are furnished by Duke Power Company at rates comparing most favorably with national averages. A telephone for every five people provide complete communication service.

OUR ATTRACTIVE Federal building, housing the post office and government agencies, a modern incinerator and large playgrounds are other public facilities provided for your convenience and entertainment.

